

**REMARKS/ARGUMENTS**

Favorable consideration of this application is respectfully requested. Applicant has amended claims 1, 4 and 11 and has cancelled claims 2, 3, 7, 8, 10 and 14. Applicant thanks the Examiner for indicating that claims 11-22 were allowable and that claims 2-3 and 9 would be allowable if rewritten in independent form including all of the limitations of the base claims and any intervening claims. Favorable reconsideration of this application is, consequently, earnestly solicited in view of the following remarks.

Claim 11 has been amended to correct a typographical errors. The third step has been amended to correctly recite (c), previously incorrectly identified as step (b) and the word "and" has been added at the end of step (c), preceding step (d).

**Claim Rejections - 35 U.S.C. 102(b):**

Claim 1 was rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent Application No. 2002/1108279 (Molsen).

Applicant has amended claim 1 to correct typographical errors and to add the limitations of claims 2 and 3 and has thus canceled claims 2 and 3. Molsen discloses a liquid crystal display (Figs. 6-8) that is structurally and operationally different than the display of claim 1. First, in Molsen, the bottom substrate includes a scattering translector 10, a transparent electrode 22 (Fig. 6) and a reflective material 13 sandwiched together on one the bottom substrate 18. The reflector serves as a reflector to reflect light back to the observer. Second, the liquid crystal layer 16 is disposed between the top substrate 17 and the scattering translector 10 and adjacent reflective material 13.

Claim 1 has been amended to clarify that the slant reflectors are deposited on the top substrate (page 12, lines 16-17 and Figs. 7 and 9), not the bottom substrate as required in Molsen, and that the slant reflector reflects the backlight into the non-transparent region. For these reasons, Applicant believes that amended claim 1 is allowable under 35 U.S.C. 102(b) and requests removal of the rejection.

**Claim Rejections - 35 U.S.C. 103(a):**

Claim 4 was rejected under 35 U.S.C. 103(a) as being unpatentable over Molsen in view of U.S. Patent Application No. 2002/0145688 (Sekiguchi). Molsen neither singularly, nor in combination with Sekiguchi, recites all of the limitations of claim 4 and base claim 1. Applicant respectfully disagrees with the Examiner. Sekiguchi shows and describes a top substrate 1 with electrode strips 2. The bottom substrate 5, on the opposite side of the liquid crystal layer 15, includes data electrodes 11 and first color filter 9. A second color filter 28 is disclosed on the opposite side of the same bottom substrate (Fig. 2).

Claim 4 has been amended to clarify that the color filter is located on the top substrate between the top substrate and the cholesteric liquid crystal adjacent to the slant reflector to achieve and maintain good readability in any ambient. Because Sekiguchi does not disclose a color filter on the top substrate, and for the reasons provided in regard to claim 1, Applicant believes that claim 4 is allowable under 35 U.S.C. 103(a).

Claim 5 was rejected under 35 U.S.C. 103(a) as being unpatentable over Molsen in view of U.S. Patent No. 6057008 (Schwalb). Molsen neither singularly, nor in combination with Schwalb, recites all of the limitations of claim 5 and amended base

claim 1. Even though Schwalb provides evidence that it is well known in the art to use cholesteric liquid crystal with a birefringence within the range of 0.08 – 0.12, the cited art does not teach or disclose all of the limitations of claim 5 and amended base claim 1.

Thus Applicant believes that claim 5 is allowable under 35 U.S.C. 103(a).

Claims 6-7 and 10 were rejected under 35 U.S.C. 103(a) as being unpatentable over Molsen in view of U.S. Patent Publication No. 2001/0017674 (Yamaguchi). Claims 7 and 10 have been canceled. Molsen in combination with Yamaguchi fails to recite all of the limitations of claim 6 and base claim 1. As noted by the Examiner on page 5, last paragraph, none of the prior art teaches or discloses a transfective cholesteric liquid crystal display having a slant reflector located above the liquid crystal layer in the transmissive region for reflecting backlight into the reflective (non-transparent) region as recited in amended base claim 1. Since claim 1 has been amended to recite that the slant reflector is deposited on the top substrate and positioned above the transmissive region for reflecting backlight into the non-transparent region, Applicant believes that claim 6 is allowable under 35 U.S.C. 103(a).

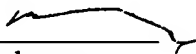
Claim 8 was rejected under 35 U.S.C. 103(a) as being unpatentable over Molsen in view of Yamaguchi and further I view of U.S. Patent Publication No. 2004/0257357 (Yamazaki). Claim 8 has been canceled.

Claim 14 has been canceled because it merely repeats the limitation of step (b) in base claim 11.

Applicant again thanks the Examiner for indicating that claims 11-22 were allowable. In view of the foregoing considerations, it is respectfully urged that claims 1, and 4-6 and 9 also be allowed. Such action is respectfully requested. If the Examiner

believes that an interview would be helpful, the Examiner is requested to contact the attorney at the below listed number.

Respectfully Submitted;

  
\_\_\_\_\_  
Brian S. Steinberger  
Registration No. 36,423  
101 Brevard Avenue  
Cocoa, Florida 32922  
Telephone: (321) 633-5080

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